



SKYLINE

OUTDOORS

VISUAL IDENTITY GUIDELINES

THE BRAND

LOGOTYPE

COLOR SCHEME

TYPOGRAPHY

THE BRAND

SKYLINE OUTDOORS is a brand that's all about outdoor apparel and gear. The brand name draws inspiration from the breathtaking views experienced during hiking and camping adventures.

Designed for comfort, fused with fashion and functionality, the **SKYLINE** apparel and gears make a good looking while tackling in great outdoors.

The target demographic of **SKYLINE OUTDOORS** is young and adventurous people who loves nature, enjoys a good hike, and appreciates the beauty of mountains and skylines.



LOGOTYPE & TAG SYMBOL

PRIMARY LOGO - TWO COLORS / GRAYSCALE



The primary logo is for all **SKYLINE** products holds the highest priority and should be used in all marketing materials.

For use in apparel and gear, the off-white mountain skyline is intended for winter and skiing products, while the brown mountain skyline should be used for summer, hiking, and camping products.

The grayscale logo is only for Black and White printing materials such as payment receipts and documents.



COLOR SCHEME

SKYLINE PRIMARY COLORS



RGB 102 92 48
#665C30



RGB 82 97 38
#526126



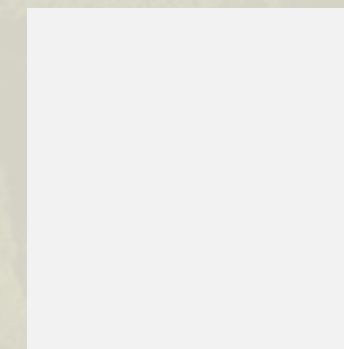
RGB 140 127 62
#8C7F3E

The primary colors represent the essential elements that form the natural skyline: mountains, trees, and rocks. The muted brown, dark olive green and golden brown convey a sense of warmth, comfort, and natural elegance.

SUPPLEMENTARY COLORS



RGB 240 148 31
#F0941F



RGB 242 242 242
#F2F2F2

The orange and the off-white color highlight the stunning visuals of the sun and the mountain skyline. The supplementary colors can only be used for decorative parts of the SKYLINE logo; they cannot be used for the brand name and wordmark.

TYPOGRAPHY

The **SKYLINE** brand font for all text components is **Fira Sans**.

WE ARE SKYLINE OUTDOORS
we are skyline outdoors
0123456789 \$.-

For marketing text, use Fira Sans Semibold for headings and Regular for subtitles in Small Caps.

HEADINGS - SEMIBOLD

SUBTITLES - MEDIUM

Body - Light

For taglines in graphics, videos or applications, use Fira Sans Bold and ExtraBold in Small Caps exclusively.

ADVENTURE
EXPLORER

RELIABLE
GO ANYWHERE



LOGOTYPE & TAG SYMBOL

SECONDARY LOGO



The secondary logo is designed for light apparel, such as T-shirts and pants. It can be used alone on summer apparel.

SYMBOL - PATCHES AND TAGS



The symbol can only be used for patches and tags affixed to apparel and gear. It should not be used alone on products, marketing materials, and media.



LOGOTYPE & TAG SYMBOL

Minium size of the logotype:

5.29 cm (200px)



Clear space requirement:

0.3968 cm (15px)



DO NOT...

FOR PRIMARY LOGO:

- Use drop shadow
- Decrease the opacity



FOR SECONDARY LOGO:

- Convert to grayscale



FOR SYMBOL:

- Use pure black and white

